

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: **COMMUNITY RELATIONS MANAGER**

DEPARTMENT: **LIBRARY AND CULTURAL ARTS**

BASIC FUNCTION:

Under general direction, to administer, manage programs and activities of the Library Community Relations Division; and to develop and manage strategic communication efforts of the Carlsbad City Library in support of city wide communication strategy set by the city communications manager.

DISTINGUISHING CHARACTERISTICS:

Overall Management of the Library Community Relations Division, including responsibility for adult programming, full-time staff, and Library Auditorium and meeting room facilities.

KEY RESPONSIBILITIES:

Develop and manage adult programming for Library.

Participate in the development of goals, objectives, policies and priorities for the Library.

Represent the library in events and meetings with the public, community groups and other agencies.

Develop relationships that foster participation and partnering with community advisory committees, non-profit groups, agencies, societies or other relevant community groups.

Develop and oversee promotion, marketing and public relations strategies and programs, including events, print media, the library Website and social/new media.

Manage graphic arts activities – establishing quality, content and design of informational materials for public distribution, in accordance with citywide brand guidelines.

Manage library auditorium and meeting rooms, including utilization, condition and security of the facilities.

Manage library events/programs, including technical support, audiovisual and video production.

Develop and administer division budget.

Analyze services, programs, user feedback and other performance information to develop strategies.

Supervise and evaluate regular and hourly staff.

Oversee training and development of staff.

Develop and maintain policies & procedures.

Determine use of contractors and oversee contract administration.

QUALIFICATIONS:

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

Knowledge of:

Principles and practices of outreach, public relations and marketing.

Philosophy, principles and practices of adult programming and special events.

Supervisory principles and practices, including training and evaluation of employees.

Internet-based communication.

Principles and practices of organization, administration and budgeting.

Operation and scheduling of auditorium and meeting facilities.

City of Carlsbad local community and city programs and services

Ability to:

Develop and implement departmental policy, procedures, plans, and programs.

Develop, manage, coordinate and implement library programs, events and activities.

Effectively plan, organize and direct the work of professional and paraprofessional staff and volunteers.

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

Exercise good judgment, flexibility, creativity and sensitivity in response to changing situations and needs.

Prepare and deliver presentations to staff, community, outside agencies and City Council as required.

Communicate clearly and effectively, both orally and in writing.

Establish and maintain effective working relationships with a variety of customers, staff, volunteers and community groups contacted during the course of work.

Work well under pressure to meet deadlines.

EXPERIENCE AND EDUCATION:

Any combination equivalent to the experience and education that could likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to a Bachelor's degree from an accredited college or university with major work in public relations or a related field.

Three years of progressively responsible related professional experience involving the development and supervision of programming and communication functions.

PHYSICAL/MENTAL DEMANDS AND ENVIRONMENTAL SETTING:

While performing the duties of this class, an employee is regularly required to communicate in person and by telephone, and utilize office equipment. An employee is also required to assimilate written materials relevant to the position.

In addition, while performing the duties, employees of this class are regularly required to engage communication skills; interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply mathematical reasoning and abstract statistical concepts; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council members and others encountered in the course of work.

Ability to work in a standard office environment with exposure to the outdoors; ability to travel to different sites and locations; attend evening and weekend events and meetings; work under pressure and potentially stressful situations.

This is an at-will Management classification.

DATE APPROVED: July 2010